

## CLAIMS

1. (Currently Amended) A method comprising:  
providing a list of advertisements to be displayed to a user, wherein one or more of the advertisements comprise a link to be selected by ~~a user~~ the user to establish a telephonic connection to conduct a real time, person to person, live communication between the user and an advertiser, a rate to compensate the user to conduct the real-time, person to person, live communication with the advertiser, and an indicia of whether the advertiser is currently available for real-time, person to person, live communication with the user;  
receiving, from the user ~~one or more users~~, a selection of the link from the list of advertisements;  
responsive to the selection of the link, establishing ~~a connection for~~ the telephonic connection for a session of real time, person to person, live communications between the ~~one or more users~~ user and the advertiser to advertise one or more items;  
compensating the ~~one or more users~~ user based on the rate and a duration of the real time, person to person, live communications between the ~~one or more users~~ user and the advertiser to generate a balance to be paid to the user; and  
during the session, allowing enabling the user to purchase the one or more items advertised by the advertiser in the session of real time, person to person, live communications ~~selected link~~ by deducting from the balance to be paid to the user.
2. (Previously Presented) The method of claim 1, further comprising:  
receiving a request from an advertiser to establish an interactive advertising link; and  
placing a link for an interactive advertisement among the advertisements.
3. (Original) The method of claim 2, further comprising:  
generating a record in an advertiser database, the record including advertiser information contained in the request, wherein the advertiser information includes one or more of a compensation price, real-time advertiser availability, specific type of the

advertisement, languages spoken by the advertiser and additional compensation incentives.

4. (Currently Amended) The method of claim 1, wherein the compensating the user ~~one or more~~ ~~users~~ further comprises:  
billing the advertiser a billing amount for each interaction with the user ~~one or more~~ ~~users~~; and  
transferring the billing amount to the user ~~one or more~~ ~~users~~.
5. (Currently Amended) The method of claim 4, wherein the billing the advertiser further comprises:  
measuring a duration of the interaction between the user ~~one or more~~ ~~users~~ and the advertiser; and  
calculating the billing amount for the advertiser based on the duration of the interaction and ~~a time-based price~~ the rate paid by the advertiser.
6. (Canceled)
7. (Currently Amended) The method of claim 1, wherein the list of advertisements is provided in response to a selection of ~~each selection from a user includes~~ one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.
8. (Previously Presented) The method of claim 1, further comprising:  
receiving a request from a user for connection to an interactive advertisement system via a communications link;  
establishing a connection between the user and the interactive advertisement system to provide the user with an interaction with a chosen advertiser; and  
providing the user with a list of multiple advertisement types available from the interactive advertisement system.
9. (Currently Amended) The method of claim 1, wherein the selection of the link comprises the selection of an interactive seminar link to a selected interactive seminar; the establishing of the connection further comprises:

establishing a real-time video communications link between [[the]] one or more users and an advertiser of the selected interactive seminar; and providing additional incentive-based links to the one or more users to provide additional feedback.

10. (Currently Amended) The method of claim 1, further comprising:  
providing additional incentive-based links to [[the]] one or more users to provide additional feedback.
11. (Currently Amended) The method of claim 1, wherein the compensating the user ~~one or more users~~ further comprises:  
enabling ~~a user~~ the user to purchase an advertised product with limited availability, such that the user is compensated by having the ability to purchase the advertised product.
12. (Original) The method of claim 11, further comprising:  
charging the user a predetermined amount such that the user is compensated by having the ability to purchase the advertised product; and  
transferring the predetermined amount to the advertiser.
13. (Cancelled)
14. (Previously Presented) The method of claim 1, further comprising:  
responsive to receiving, from an advertiser interface, a request to activate an interactive seminar advertised by one of the advertisements, activating the seminar to allow one or more users to select and participate in the interactive seminar; and  
responsive to receiving, from the advertiser interface, a request to de-activate the interactive seminar, de-activating the interactive seminar to prevent additional users from participating in the interactive seminar.
15. (Canceled)
16. (Currently Amended) A computer readable storage medium including program instructions that direct a computer to perform a method comprising:

providing a list of advertisements to be displayed to a user, wherein one or more of the advertisements comprise a link to be selected by ~~a user~~ the user to establish a telephonic connection to conduct a real time, person to person, live communication between the user and an advertiser, a rate to compensate the user to conduct the real-time, person to person, live communication with the advertiser, and an indicia of whether the advertiser is currently available for real-time, person to person, live communication with the user;

receiving, from the user ~~one or more users~~, a selection of the link from the list of advertisements;

responsive to the selection of the link, establishing ~~a connection for~~ the telephonic connection for a session of real time, person to person, live communications between the ~~one or more users~~ user and the advertiser to advertise one or more items;

compensating the ~~one or more users~~ user based on the rate and a duration of the real time, person to person, live communications between the ~~one or more users~~ user and the advertiser to generate a balance to be paid to the user; and during the session, allowing enabling the user to purchase the one or more items advertised by the advertiser in the session of real time, person to person, live communications ~~selected link~~ by deducting from the balance to be paid to the user.

17. (Previously Presented) The computer readable storage medium of claim 16, the method further comprising:

receiving a request from an advertiser to establish an interactive advertising link; and placing a link for an interactive advertisement among the advertisements.

18. (Previously Presented) The computer readable storage medium of claim 17, the method further comprising:

generating a record in an advertiser database, the record including advertiser information contained in the request, wherein the advertiser information includes one or more of a compensation price, real-time advertiser availability, specific type of the

advertisement, languages spoken by the advertiser and additional compensation incentives.

19. (Currently Amended) The computer readable storage medium of claim 16, wherein the compensating the user ~~one or more users~~ further comprises:  
billing the advertiser a billing amount for each interaction with the user ~~one or more~~  
~~users~~; and  
transferring the billing amount to the user ~~one or more users~~.
20. (Currently Amended) The computer readable storage medium of claim 19, wherein the billing the advertiser further comprises:  
measuring a duration of the interaction between the user ~~one or more users~~ and the  
advertiser; and  
calculating the billing amount for the advertiser based on the duration of the interaction  
and ~~a time-based price~~ the rate paid by the advertiser.
21. (Canceled)
22. (Currently Amended) The computer readable storage medium of claim 16, wherein the list of advertisements is provided in response to a selection of each selection from a user  
~~includes~~ one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.
23. (Previously Presented) The computer readable storage medium of claim 16, wherein the method further comprises:  
receiving a request from a user for connection to an interactive advertisement system via  
a communications link;  
establishing a connection between the user and the interactive advertisement system to  
provide the user with an interaction with a chosen advertiser; and  
providing the user with a list of multiple advertisement types available from the  
interactive advertisement system.

24. (Currently Amended) The computer readable storage medium of claim 16, wherein the selection of the link comprises the selection of an interactive seminar link to a selected interactive seminar; the establishing of the connection further comprises:  
establishing a real-time video communications link between [[the]] one or more users and a provider of the selected interactive seminar;  
providing additional incentive-based links to the one or more users to provide additional feedback; and  
enabling the one or more users to purchase one or more items advertised by the interactive seminar.
25. (Currently Amended) The computer readable storage medium of claim 16, wherein the method further comprises:  
providing additional incentive-based links to [[the]] one or more users to provide additional feedback; and  
enabling the one or more users to purchase one or more items advertised by the selected link.
26. (Currently Amended) The computer readable storage medium of claim 16, wherein the compensating the user ~~one or more users~~ further comprises:  
enabling ~~a user~~ the user to purchase an advertised product with limited availability, such that the user is compensated by having the ability to purchase the advertised product.
27. (Previously Presented) The computer readable storage medium of claim 16, the method further comprising:  
charging the user a predetermined amount such that the user is compensated by having the ability to purchase the advertised product; and  
transferring the predetermined amount to the advertiser.
28. (Cancelled)
29. (Previously Presented) The computer readable storage medium of claim 16, wherein the method further comprises:

responsive to receiving, from an advertiser interface, a request to activate an interactive seminar advertised by one of the advertisements, activating the seminar to allow one or more users to select and participate in the interactive seminar; and responsive to receiving, from the advertiser interface, a request to de-activate the interactive seminar, de-activating the interactive seminar to prevent additional users from participating in the interactive seminar.

30. (Canceled)

31. (Currently Amended) An online incentive-based advertising system comprising:  
 a user interface to provide a list of advertisements to be displayed to a user, wherein one or more of the advertisements comprise a link to be selected by ~~a user~~ the user to establish a telephonic connection to conduct a real time, person to person, live communication between the user and an advertiser, a rate to compensate the user to conduct the real-time, person to person, live communication with the advertiser, and an indicia of whether the advertiser is currently available for real-time, person to person, live communication with the user;  
 a processor to, responsive to ~~[[the]]~~ a selection of the link from the list of advertisements, establish ~~a connection for~~ the telephonic connection for a session of real time, person to person, live communications between the ~~one or more users~~ user and the advertiser to advertise one or more items;  
 a compensation unit to compensate the ~~one or more users~~ user based on the rate and a duration of the real time, person to person, live communications between the ~~one or more users~~ user and the advertiser to generate a balance to be paid to the user;  
 and  
 a unit to allow ~~enable~~ the user to purchase, during the session, the one or more items advertised by the advertiser in the session of real time, person to person, live communications ~~selected link~~ by deducting from the balance to be paid to the user.

32. (Previously Presented) The system of claim 31, wherein the user interface:  
provides the user with a list of fields of advertisements, accepts a type of advertisements  
desired by the user, provides the user with a list of interactive advertisements  
stored in an advertisement database which match the type of advertisement  
desired by the user, and receives the selection from the user.
33. (Previously Presented) The system of claim 31, further comprising:  
an advertiser interface to receive a request from an advertiser to establish an interactive  
advertising link, and generate a record in an advertisement database, the record  
including provider information contained in the request.
34. (Original) The system of claim 33, wherein the provider information includes one or  
more of a compensation price, real-time advertiser availability, specific type of the  
advertisement, languages spoken by the advertiser and additional compensation  
incentives.
35. (Previously Presented) The system of claim 31, further comprising:  
a public switched telephone network interface coupled to the processor to connect the  
user to the advertiser.
36. (Previously Presented) The system of claim 31, further comprising:  
a wireless communications network interface coupled to the processor to connect the user  
to the advertiser.
37. (Previously Presented) The system of claim 31, wherein the connection comprises:  
a video link to connect the user to the advertiser.
38. (Previously Presented) The system of claim 31, wherein the connection comprises:  
a voice communication link to connect the user to the advertiser.
39. (Previously Presented) The system of claim 31, further comprising:  
a banner advertisement link module to generate an interactive advertisement link as a  
banner advertisement in a web page.



40. (Previously Presented) The system of claim 31, further comprising:  
a banner advertisement link module to generate an interactive advertisement link as a  
banner advertisement in a web page returned from a search engine web site.
41. (Previously Presented) The method of claim 1, wherein the selection of the link  
comprises a selection of a link to an interactive poll; and wherein a user selecting the poll  
is compensated for providing a response to the poll.
42. (Previously Presented) The method of claim 1, wherein the providing the list of  
advertisements comprises providing a web page including one or more interactive  
advertising links to receive the selection.
43. (Currently Amended) The method of claim 42, wherein the connection for real time  
communications between [[the]] one or more users and the advertiser is separate from a  
communications link used in the providing of the web page.
44. (Currently Amended) The method of claim 1, wherein the establishing of the connection  
comprises:  
conferencing together a first ~~real-time communications link established~~ telephone call to  
the ~~one or more users~~ user and a second ~~real-time communications link~~  
~~established~~ telephone call to the advertiser.
45. (Currently Amended) The method of claim 44, wherein the establishing of the connection  
comprises joining the user with a current session of the advertiser ~~is concurrently~~  
~~connected to~~ communicating with more than one user who has selected the link.